

CAMPAIGNING FOR ALFALFA

Object of the Work and Results Obtained—Some of the Prominent Features.

GOING TO THE FARM HOMES

Thirteen Campaigns Have Been Carried on in Michigan, Ohio and Illinois—Holden's Plan Means Warm Reception With the Farmers.

Prof. P. G. Holden, director of the Agricultural Extension Department of the International Harvester Company of New Jersey, has planned and put into operation a new method of extending agricultural knowledge.

Holden was the originator of agricultural demonstration trains; of agricultural short courses, and many other effective plans, through the agency of which millions of dollars have been added to the agricultural wealth of this country.

The latest plan of Holden is to place alfalfa upon every farm. There are three prominent features in his plan:

- (1) The introduction of a comparatively new crop into the Corn Belt, Southern and Eastern states.
- (2) Going direct to the homes of the farmers, where meetings are held in the fields, and success and failure discussed according to local conditions.
- (3) The use of that most modern vehicle—the automobile.

Purpose of Campaign.

The primary purpose of the campaign is to show the American farmer that alfalfa is the most profitable crop he can grow; that it can be grown profitably upon every farm; that it enriches the soil; increases farm values; stimulates live stock growing and dairying; produces double that of other hay crops, and is better feed.

Thirteen campaigns have thus far been successfully conducted in Michigan, Ohio and Illinois.

Some of the Results.

Results of the Kent county (Mich.) campaign are:

- (1) Six thousand farmers visited at their homes during a five-day campaign.
- (2) Thirty-two meetings held.
- (3) Three hundred and seventy-five miles traveled by the Alfalfa Automobile Train.
- (4) One hundred and thirty-six alfalfa talks made by the Holden staff of alfalfa lecturers.
- (5) Many applications for similar campaigns from all parts of the United States.

The Kent county campaign has been followed by campaigns in Allegan, Barry, Grand-Traverse and St. Clair counties, Michigan; Van Wert, Marion, Fulton, Williams and Champaign counties, Ohio; and Sangamon, DuPage and Kane counties, Illinois.

Great Meeting in Ohio.

At one meeting in Ohio upon the farm of Joseph E. Wing, near Mechanismburg, nearly 4,000 people gathered from all parts of Ohio and adjoining states to learn more about alfalfa. At this great meeting the Ohio State Alfalfa Growers' association was organized. Over 300 automobiles made up the alfalfa train. It is recorded as the greatest agricultural assemblage in the history of Ohio. Other Ohio counties where the work has been taken up report success on every hand.

Sangamon and Kane counties, Illinois, have both conducted great campaigns. At one meeting in Williams county, Ill., over 1,200 farmers came to hear the alfalfa lectures.

In all of these campaigns which were conducted within a period of about two months nearly 50,000 farmers have been reached with the gospel of alfalfa.

As a result also of the campaign work it is conservatively estimated that 200,000 acres of alfalfa will be seeded during this and the coming season.

Such is the result of the initial work of campaigning for alfalfa, but vastly more than this tangible result has been accomplished. Every farmer throughout the region where the work was conducted is talking about alfalfa. The co-operation of the schools in the territory is a very important and effective feature. School officials, from the highest to the lowest, have never failed to appreciate the opportunity.

Professor Holden has expressed himself as considering it the most wonderful experience and the most beneficial trip from the farm standpoint that he has ever taken.

But this is not all—wherever the farmers of any community are interested in the growing of alfalfa, when possible a follow-up man, thorough in his knowledge of alfalfa culture, will be sent out to assist them in getting a start. He will live with the farmers and aid them in solving the problems at home. He will go from farm to farm upon request and study success and failure.

Before the coming of 1914 campaigns will have been conducted in every part of the United States and Canada. Interest is growing so rapidly that many counties have organized campaigns and undertaken the work without assistance from the outside.

ALFALFA

Alfalfa is rich in feeding value.

TO PROMOTE ALFALFA.

Burlington to Run Combination Trains Through Southern Iowa and Northern Missouri—600 Alfalfa Lectures to Be Given in Two Weeks' Campaign—700 Automobiles to Be Used in the Work.

The Chicago, Burlington and Quincy railroad will run an alfalfa combination railway and automobile train for a two weeks' campaign, making about 60 stops in southern Iowa and northern Missouri, beginning July 28, 1913, from Des Moines.

The plan, as worked out by the Burlington in co-operation with the Agricultural Extension Department of the International Harvester Company of New Jersey and the agricultural colleges, is far in advance of any agricultural extension work ever carried on.

Will Stop at Sixty Points.

Local committees at each of the 60 points on the railroad will arrange for five to ten automobiles to carry the speakers in all directions into the country to farm homes, school houses and inland towns within a radius of from four to ten miles, where alfalfa lectures will be given.

During the campaign over 600 alfalfa lectures will be delivered by the party to as many audiences, and from 500 to 700 automobiles will be brought into the service of this great educational movement.

These campaigns are conducted on a strictly co-operative basis.

The People will provide:

1st. A guarantee of at least five to ten automobiles at each railroad stop to carry the speakers to the points in the country where meetings are to be held.

2nd. Halls suitable for the central meeting in towns where train stops.

3rd. Any community desiring a campaign must send in a request to the railroad, agricultural college co-operating, or to the Agricultural Extension Department, signed by a representative number of farmers and business men.

The railroad will provide:

Sleeping cars and dining service for the alfalfa campaign party, and baggage and exhibit cars, literature, etc.

The Agricultural Extension Dept. will provide:

1st. Speakers.

2nd. Assistance in organizing and advertising campaign.

3rd. Educational charts and other equipment for lecture purposes, bulletins, literature, etc.

4th. Follow-up men, when possible, to assist the farmers in getting a start with alfalfa.

Hearty co-operation on the part of the people is absolutely necessary to make these campaigns successful.

SAVE THE ALFALFA LEAVES.

Sixty Per Cent. of the Feeding Value of Alfalfa in the Leaves—Hay Should Be Cut at Right Time and Cured so as to Preserve the Leaves.

Of the entire alfalfa plant, according to Kansas bulletin 155, the stalk comprises 60 per cent. and the leaf 40 per cent., whereas the quantity of the protein in the stalk is only 40 per cent., while the protein in the leaf is 60 per cent. Moreover only 20 per cent. of the fat is to be found in the stalk, while 80 per cent. is in the leaf. It is, therefore, very important that alfalfa be harvested at the proper time, and carefully handled so that all the leaves will be saved.

When possible to do so it is best to cut alfalfa late in the afternoon or evening. Dew or rain on the freshly cut alfalfa will not injure it. Where a tedder is used, it should be started in the morning as soon as most of the dew is off and before there is any danger of knocking off the leaves. It is often advisable to go over it more than once.

Alfalfa hay is harvested and cured in much the same way as clover, except that it should be cut as soon as the young sprouts or shoots start to grow at the base of the plant.

When alfalfa is left too long without cutting, the leaves fall off and the stems become woody, and the yield of the next crop is greatly reduced.

MONEY IN ALFALFA.

J. Otis Humphrey, judge U. S. District court, Springfield, Illinois: "You can grow alfalfa anywhere in the corn belt and the crop is worth \$50 an acre."

Joseph Wing of Ohio: "Alfalfa will pay any farmer 6 per cent. on \$500 an acre land."

THE ARTIST OF THE PLAINS

By EDNA ELLEN WEEKS

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Edwin Winston, a New York gentleman, being ordered by his daughter's physician to take her to a southern climate, where the air is as warm as comparatively warm during the winter months, took board in a ranch house in New Mexico, spending his time riding and driving with his daughter.

One day the two met a cowboy whose appearance was different from those usually occupied in, punching cows. His hair was rather long, and his beard was trimmed to a point. His eyes were large and wore a dreamy expression. He bowed to the couple as he passed them, taking off his sombrero with a courtesy not common among those of his calling.

The next morning the young man rode up to the porch on which Virginia Winston was sitting. He carried behind him a box, while strapped behind him were an artist's easel, maulstick and other artistic appurtenances. Raising his hat to Miss Winston, he said:

"I noticed you yesterday when I met you and was seized with a desire to transfer your face to canvas. I have come to beg that privilege."

The young lady did not reply for a few moments. She was flattered at the request, but knew that her father's permission must be obtained.

"I do not know you," she said. "In the east, where I come from, there is a certain formality about such matters."

"I am called the plains artist," he said. "No one here knows anything about me, and I have no intention of informing them. If you will give me the required number of sittings I will come here and do the work on this porch."

"And your price for the portrait when it is finished?"

"It shall belong to you."

"Very well. I will ask my father and will let you know if you will come again."

The next morning the artist of the plains rode up to the ranch house, found the father with his daughter and obtained his permission to paint the portrait. He stipulated that he was to have the portrait when it was finished at whatever price he should himself name, provided he wished it, but it was in no wise obligatory on him to buy it. These details having been settled, the artist set up his easel on the porch and was accorded the first sitting. Mr. Winston took a book and read while the artist put the outline on the canvas.

The portrait grew under the artist's brush not only a likeness of Miss Winston, but a speaking likeness. Sometimes during the sittings Mr. Winston was present and sometimes he was absent. When he was present the painter worked on the girl's dress, her hands, indeed anything but her face. When her father was absent Miss Winston was kept conversing with her portrayer and on subjects that called forth such agreeable idiosyncrasies as were in her. These expressions the plainsman transferred to the canvas. Neither father nor daughter knew anything about art, but they knew that something was being produced which greatly pleased them. When it was finished Mr. Winston said to the artist:

"Now, my friend, I confess that you have painted my daughter just as she is, and I want the picture. What shall I pay you for it?"

"It was understood between us that you were to have it at your own price."

"Suppose we make it a hundred dollars."

"Whatever you choose to give."

The buyer wrote a check for \$100 and took the picture. When the artist had departed Mr. Winston said to his daughter, "I suppose a good photograph of the largest size would cost that, and a painting is supposed to be better than a photograph."

The daughter sighed, but said nothing. She was sorry that the sittings were ended. She had never been so entertained in her life—that is, when the plainsman had been working on her features.

At the opening of the warm season Mr. Winston took his daughter back to the east. In New York they sent the portrait to a shop to be framed. The proprietor looked at it critically and asked the name of the artist, since it was not on the canvas. Mr. Winston asked him why he wished to know, and the reply was that it seemed to be fine work. This excited the owner's curiosity and he brought an expert to look at it.

"It's a Kennard," said the man stooping to find the artist's name. "Kennard is a queer chap. Sometimes in a freak he will put a mark on his portraits. Here it is—that queer K in the lower corner."

"And who is Kennard?"

"At present the principal portrait painter in America, and the second in the world."

"Good gracious!" exclaimed the owner, "and what would you consider a fair price for the work?"

"Oh, you can get anywhere from \$5,000 to \$50,000 for it."

"Where is Kennard now?" inquired the astonished Winston.

"Trying to recover his health in New Mexico."

After all Kennard made the best pay for the portrait, for the name of Miss Winston was added to the top of it.

Their Problem

By MARTIN GANSVOORT

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My niece, Molly Drake, is a great admirer of the introspective school of fiction. She is also ambitious to scribble. Young aspirants for fame in the literary field usually begin by attempting to copy the author they consider the nearest to perfection. The other day Molly brought me a story and asked me to read and criticize it. I saw at once that she had been trying to duplicate the two famous authors who inaugurated and head the introspective school. She called it "Their Problem." I agreed to read a chapter or two while she waited.

A girl sat before an open fire embroidering. A dainty slippered toe peeped from the edge of her gown. She looked at the clock that marked the hour of seventeen minutes to 9. She was expecting a young man to visit her.

"Will he propose tonight," she asked herself, "or will he spend several more months dallying? And am I ready to give him a definite answer? What does my heart say? Vainly I have asked the question. Is he in doubt as to his own heart, or are there practical reasons for this delay? Is he a delayer or a trifler?"

She dropped her work in her lap, supported her temple with her fair, round hand and peered into the fire.

She had asked herself seven questions and had no answer for any one of them. Having an analytical mind, she set herself to the task of unraveling the problem of which they were a part, beginning with one that concerned her own inner consciousness. "Know thyself," said the Greek philosopher.

"If I do not know my own mind, how can I expect John to know his? Let me first determine that on which all the rest depends. Do I love him?"

"What is love? Poets have sung it, artists have painted it, but who has told us what it is?"

Here at the outset Gwendolen was balked in her queries. How could she determine whether or no she loved John when she did not know what love is? "Either I must define love," she mused, "or I shall not be ready with his answer when he comes."

She took up a box of bonbons he had sent her that afternoon, and, in closing one of them between her forefinger and thumb—the nails were pared in pointed style—she put it between her coral lips, biting it with her white teeth. Then she set herself to the task of defining love.

"Suppose," she said, "I make a few hypotheses as to the nature of love. Thus perhaps I may be able to select the one that nearest fits my own case."

"A man is attentive to a girl. He sends her candy and flowers. She eats the candy and inhales the delicious odor of the flowers. She considers the donor nice. He continues these trifling gifts. He pays her compliments. She comes to consider him very nice. Suddenly he ceases his attentions and bestows them on another girl. The first is furious."

"Is this a case of true love?"

"A girl goes to a matinee. The hero of the drama thrills her. She goes again and again, never contented unless looking upon his noble features, listening to the godlike sentiments he expresses in his deep melodious voice."

"He is pointed out to her on the street in checkered suit. His head is a third smaller than when on the stage. His Roman nose has become a pug. She hears him make a coarse remark. She turns away, sadder and wiser."

"Is this love?"

"A young man sees a girl at a window. She looks down upon him for a moment, and their eyes meet. A clandestine affair is the result. The girl is intended for a splendid marriage, whereas her admirer is a poor artist. She is kept a prisoner, but finds opportunity for flight and marries her artist. The depth of the passion between them has overcome all obstacles."

"This is love."

For a moment Gwendolen's eye brightened under the belief that she had solved the problem, but the next she sighed.

"How long will it last?"

There was another discouragement. No opposition had been made by her parents or any one else's to John's attentions; nothing to hinder that dame she considered necessary to true love. John was proceeding in the usual way of men who have met girls they wish to marry, sending candy, flowers, theater tickets and such gifts as are permissible for a young lady to accept.

I had read thus far when I threw down the manuscript impatiently.

"To read on a little longer, uncle," pleaded Molly.

"What comes next?"

"What next? Why, John, he looks into his feeling too!"

"For how long?"

"For the next chapter."

"When do they solve the problem?"

"Why, at the end of the story, of course!"

"How many chapters?"

"Forty-seven."

"Molly," I said, "it's beautiful. The only trouble is to say finishing it is a waste of time."

I may be blamed for not giving my true opinion of the story, but I doubt if I deserve it. I have no respect for criticism, my own criticism included.

ALFALFA

Alfalfa should be grown on every farm. Make a beginning—start now.

ALFALFA ENRICHES THE LAND

Besides Producing More Abundant Harvests Alfalfa Adds Plant Food to the Soil for the Use of Other Crops.

Alfalfa enriches the soil. The roots of the alfalfa plant penetrate 12 to 35 feet into the soil—far beyond the reach of corn, wheat, oats and other shallow rooting plants. In this way potash, phosphorus and other elements of plant food are drawn up from below through the roots of the alfalfa plant and stored in the upper soil for the use of other crops. The experiment set forth in the accompanying chart was made in Canada, where it was found that alfalfa

Alfalfa Enriches the Land

	Wheat	Barley	Corn
Alfalfa Sod	61.8	30.	23.
Timothy Sod	42.	30.	18.

sod yielded 61.8 bushels of wheat per acre, as compared with 42 bushels on timothy sod.

Barley yielded 30 bushels per acre on alfalfa sod, and only 20 bushels on timothy sod. Canada is not a corn country, yet the experiments show similar results. Alfalfa sod yielded 24 bushels per acre of corn, as compared with 18 bushels on timothy sod. This is only one of many such experiments which give the same results, proving alfalfa to be a soil enriching crop.

ALFALFA MOST VALUABLE CROP.

Per Acre Value Five Times More Than Clover—Some Wisconsin Census Figures Which Talk for Themselves.

According to the 1910 census of the hay crop, the state of Wisconsin grew 18,000 acres of alfalfa, which averaged 2.8 tons per acre for the entire state, and the average acre value of the crop was \$31.00. During the same year the combined acreage of timothy and clover averaged 1.6 tons per acre, valued at \$14.00. It costs no more to grow an acre of alfalfa than it does to grow an acre of timothy or clover. The average cost of growing an acre of clover or timothy is approximately \$10.00. Thus the farmer would clear \$4.00 per acre in growing these crops, whereas if he grew alfalfa he would make a profit of \$21.00 per acre, or

Alfalfa Most Valuable Forage Crop

Wisconsin Hay Crop, 1910

	Average	Ac. Yield Per A.	Value
Alfalfa	18,000	2.8 Tons	\$31
Timothy	707,000	1.4 "	14
Clover	100,500	1.7 "	14
Timothy and Clover	1,300,000	1.6 "	14

over five times the income received from any one of the other hay crops. The latest reports from Wisconsin show nearly 40,000 acres seeded to alfalfa with an average of about four tons to the acre.

ALFALFA RICH IN PROTEIN

With 12.3 Per Cent. of Digestible Protein, Alfalfa Surpasses Even Wheat Bran in Feeding Value.

Alfalfa has high feeding value, as shown by the chart below, taken from California Bul. No. 132. This is due to its digestibility and its composition. Alfalfa is rich in digestible protein which is the bone and muscle building element. It is also rich in ni-

ALFALFA RICH IN DIGESTIBLE PROTEIN

	%
ALFALFA	12.3
WHEAT BRAN	11.2
CRACKED CORN	9.6
CLAY	7.8
CLOVER	7.5
TI-MOTHY	7.5
CORN FUSSEY	7.5
CORN MEAL	7.5
BARLEY	7.5
WHEAT STOUT	4

trogen, the component of protein, but protein is the costly food element. It is absolutely necessary for the production of milk and for young growing animals. Pigs will starve on corn alone. All animals must have trace building food as well as fat producing food, such as corn.

Alfalfa with corn makes a perfectly balanced ration supplying the animal with an abundance of bone, flesh and fat giving material.

ALFALFA MOST PROFITABLE CROP

Adds Fertility to the Soil—Yields Three to Four Crops of Hay Each Year in the Corn Belt.

EXCELS EVERY OTHER CROP

The introduction of alfalfa as a General Farm Crop in the United States Will Revolutionize Agriculture—Means More Live Stock, Better Soil and Larger Returns From the Crops That Follow.

By PROF. P. G. HOLDEN, Director Agricultural Extension Department International Harvester Co. of New Jersey.

Alfalfa Should be Grown on Every Farm

1. It is a profitable crop.
2. Increases farm values.
3. Excels every other crop in yield per acre in feeding value as a drouth resister as a soil enricher.
4. No harder to grow than clover.
5. Make a beginning—start now grow some alfalfa.

Repeated experiments made by the agricultural colleges, and the results obtained by the actual growers of alfalfa in the semi-arid sections of the west, throughout the corn belt states, and in the south and east, are conclusive evidence of the great value of alfalfa.

There are few farmers whose profits would not be increased greatly by raising alfalfa. Every farmer should aim to produce, as far as possible, his foodstuffs upon his own farm.

During the last few years, the area devoted to alfalfa has greatly increased in the region west of the Missouri river, and it is certain that there will be an equally rapid increase throughout the eastern and southern parts of the United States.

Many of the attempts in the past to grow alfalfa in the humid regions have failed, but with our present knowledge of the requirements of the crop there will be little, if any, more trouble in securing a stand.

Alfalfa will soon be grown abundantly and profitably upon every farm. It is no more difficult to grow than clover and gives double the yield. The deep rooting habit of alfalfa enables it to resist drouth when clover, timothy, blue grass and other forage grasses die for want of moisture. Alfalfa roots grow deep into the soil—far beyond the roots of other plants.

Its drouth resisting power is of no greater importance than its great value as a soil enricher. The long roots bring phosphorus, potash and other plant foods from below and store them in the upper soil for the use of other plants. Experiments show greatly increased yields of other crops grown upon alfalfa sod.

Alfalfa is rich in protein the most essential element in feed to make bone, blood and muscle in growing animals.

Why We Need Alfalfa.

There is no combination of feeds so economical for the production of beef, pork, mutton, butter and eggs, as corn and alfalfa. Neither will give the best results alone. We need alfalfa because it balances up the corn ration and saves the large waste of starch which always takes place where corn is fed alone. We need alfalfa because we can by means of it grow on our own farms the protein more profitably than we can buy it in feed stuffs. We need alfalfa because it feeds the soil and enables us to grow larger crops of corn and oats. We need alfalfa because it produces on an average double the feed value per acre of clover or any other forage crop.

Advisable to Inoculate.

In regions where alfalfa has not been grown it is found to be necessary to inoculate the ground by sowing three or four bags of soil secured from a field where alfalfa or sweet clover has been grown for a number of years; or where it is more convenient, artificial culture, such as "nitrazin," "farnocerin," etc., may be applied. Where alfalfa has not been grown before it may make the difference between success and failure.

Alfalfa Essentials.

A well prepared, firm, solid seed bed, plenty of good barnyard manure, and fallow to kill the weeds, are most important. Lime? Yes, one to two loads per acre, and by all means inoculate. Ground too wet for corn is not suited for alfalfa.

Make a Beginning—Start Now.

Every farmer should try at least a small piece of alfalfa and if he does not succeed at first, try again and keep on trying until he does succeed. It is worth the while. If the work is thoroughly done and at the proper time, you will most certainly succeed in securing a good stand. If the work is half done and out of season, you will just as certainly fail. Make a beginning—start now.